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### Tri-State Dairy Youth Expo Hones Judging & CommunicationSkills

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## Tri-State Dairy Youth Expo Hones Judging & Communication Skills

### A.S. Leaflet R3150

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#### Summary and Implications

Tri-State Dairy Youth Expo has been a long standing program that has been in existence since the early 1980's. A donation from the Iowa State Dairy Association allowed a group to develop the Iowa Dairy Expo, now known as Tri-State Dairy Youth Expo. It began in 1984 at the Waterloo Cattle Congress as a dairy cattle judging show with commercial exhibits and informational seminars targeted mainly at dairy producers. As dairy farms changed and Iowa saw a decrease in dairy farms, the dairy sale diminished and locations changed from Waterloo to Dubuque to Decorah, and eventually to Calmar, Iowa. With the help of the Northeast Iowa Community College and Northeast Iowa Dairy Foundation, a youth program was created for students interested in the dairy industry. With support from the dairy industry and business community, Iowa State University and NICC, this program has continued to educate and test youth's expertise in dairy cattle and dairy products judging contests. In 2016, 550 FFA students from 29 chapters in Iowa, Minnesota, and Wisconsin participated. This year's contest included the District Dairy Cattle Judging, District Dairy Foods Judging, and District Soils Contest, as well as the Dairy Youth Expo.

#### Introduction

The Tri-State Dairy Youth Expo is held every year on the second Thursday in September. The contest takes place at the Northeast Iowa Dairy Foundation near NICC Campus in Calmar, Iowa. In 2016, 550 FFA students from 29 chapters in Iowa, Minnesota, and Wisconsin participated. This year's contest included the District Dairy Cattle Judging, District Dairy Foods Judging, and District Soils Contest, as well as the Dairy Youth Expo. The Expo runs from 8:30 AM – 1:30 PM and draws students from up to 75 miles or more to hear the latest in dairy education.

#### Materials and Methods

The FFA students are divided into four focus groups by their advisor. The dairy products group focuses on learning and recognizing dairy cattle products such as milk and cheese. Learning to judge milk and milk products is a separate contest from the dairy cattle judging; challenging both mind and the taste buds. Dr. Stephanie Clark, ISU Associate Professor Food Science & Human Nutrition, begins by explaining to the group basic

details of how to judge the quality differences of healthy consumer dairy products by using sensory evaluation skills. They then test their new skills by entering into an evaluation contest where each student is to identify and measure quality of dairy products. This was designed to give students the most exposure to the contest prior to the upcoming state FFA dairy products judging contest.

Those judging dairy cattle are separated into two groups; one judging cattle and giving oral reasons while the others judge dairy cattle only. Typically, the older, more experienced students judge and give oral reasons, while the younger group learns by judging only.

The fourth group, which is part of the District Contest, is the Soils Contest. This contest includes a written exam, correctly identify, evaluate, classify, and describe four soil profiles in soil pit area, as well as an educational soil seminar.

There are four groups of four animals each. These animals have been halter trained, clipped, and washed prior to the event by the NICC Dairy Science Club. This gives nearly 50 Dairy Science students practical experience of selecting, fitting, and presenting dairy cattle.

A professional sire analyst from one of the national artificial insemination companies serves as the official judge of the animals presented. Contestants are then asked to rank the animals on a scorecard that is then turned in and tabulated for a team and individual score. Participants giving oral reasons will then prepare a set of reasons why they ranked the animals the way they did. They present these reasons to identified judges who then score participants based on their ability to present oral reasons. This score is then added to the cattle judging score for an overall team and individual score.

During the day, participants also attend seminars on related dairy industry topics presented by industry professionals, Iowa State University, Iowa State University Extension and Outreach, and NICC. Topics have included animal welfare, biosecurity, saving energy, careers, technology, and promoting the dairy industry. ISU Dairy Science students offer 3 topics that are presented every year. They include: "Giving Reasons in a Dairy Cattle Contest", Linear Appraisal of Dairy Animals", and "Judging a Dairy Cow". The professional sire analyst who serves as the official judge also presents a demonstration on linear trait evaluation. Every other year, NICC Dairy Science Students offer a tour of the dairy facility, allowing participants to learn more about a modern dairy farm and the state of the art hands-on learning that can take place. NICC and ISU animal/dairy science advisors are also on site to help answer questions about courses offered, transferring between NICC and ISU, and careers available.

### Results and Discussion

The Tri-State Dairy Youth Expo prepares participants for a State level FFA contest. However, long-term, this program aids in building self-confidence, developing judgment skills, and opens up new career opportunities for the next generation. Many of the contestants go on to further education after high school, and many attend NICC and/or ISU, sometimes based on the experience they've had at this program.

### Acknowledgements

The Tri-State Dairy Youth Expo is organized by a board of directors representing several sectors of the dairy business. The board is comprised of the following members: President Ron Lenth, Bremer County Extension; Vice President Roger Lenius, Swiss Valley Farms; Executive Director and Treasurer, Craig Morrison, Secretary-Bonnie Sorum, retired ISU Extension, LeRoy Messler, Waspie Valley Creamery; Carrie Corlett, Dairy Farmers of America; Jim Kuennen, Associated Milk Producers; Nate Gebel and Dave Lawstuen, Northeast Iowa Community College Ag Faculty; Megan Kregel, Northeast Iowa Dairy Foundation Coordinator; Kyra Bellrichard and Aaron Roemchild, Northeast Iowa Community College; Carrie Courtney, Winneshiek County Extension Office; Jennifer Bentley, ISU Extension and Outreach; Randy Stephenson, Foremost Farms; and two second year students from the NICC Dairy Science Club. ISU Extension & Outreach county and field specialists serve as planning committee members and are involved with communication, seminars, registration, and scoring responsibilities.

Tri-State Dairy Youth Expo is supported and made possible by monetary and donations made by local businesses that support the program. 2016 sponsors included: Nelson Dairy Consultants, NICC, ISU Extension and Outreach, Featherlite, INC., Farmers Mill, Rausch Construction, Art's Milling Service, Farmers Union Coop-Ossian, Hacker and Nelson & Co., Decorah Chev-Cadillac, Farm Credit Services, Lanesboro Sales Commission, Fencil Oil and LP, Cantril Feed and Grain, Franzen Sales and Service, Hawkeye REC, Lang's Dairy Equipment, Kramer Bros Dairy Supply, CIA Insurance, Howard Co. Mutual Ins., Walmart, Kwik Star-Oelwein/Cresco, Casey's, All Stop, Quillans, Foremost Farms, Iowa State Dairy Association, DFA Haulers, Wapsie Valley Creamery, Swiss Valley Farms, AMPI, Cresco Union Savings Bank, Decorah Bank and Trust, Luana Savings Bank, Peoples Savings Bank-Elma, Farmers Merchants Savings, Waukon State Bank, and Viking State Bank and Trust.

